



Agenda – Visit the Santa Ynez Valley Board Meeting – May 8, 2025 9:00 a.m., The Landsby

9:00 a.m. Call to order and reordering of agenda (if necessary), Linda Johansen

Public comment on non-agenda items – limited to three minutes

Room Introductions – Linda Johansen

ACTION ITEM: Approval of the board meeting minutes of April 10, 2025

ACTION ITEM: Grant Request, Los Olivos Rotary, Jazz & Olive Festival, June 7, 2025 – Shelby Sim

- Amount requested: 4,000, Amount recommend: \$2,500

Financial report – Kristopher McLaughlin

- Review of recent financials

Staff Report, to include:

- Annual Meeting, Tuesday, June 3, 10:30am – 12:30pm, SYV Marriott
- California Cup update
- IPW update
- Santa Barbara Vintners Foundation donation benefiting local farmworkers, \$790
- Vikings 3-day Car Show, \$1,000
- Elverhoj Annual Fundraiser, \$1,000
- Hosting 2026 One West Tourism Alliance Leadership Summit
- Board Elections
- Upcoming Travel
 - IPW, Chicago, June 14 – 19 (Shelby & Cynthia)
 - Destinations International Annual Conference, Chicago, July 8 (Shelby)
 - Leadership Summit, One West Tourism Alliance, Park City, July 28 - 30(Shelby)
- Activity Report for April

Marketing Update – Danielle Laudon Ruse

- Review of media approach, social channels, website updates, ad campaigns

Sales Update – Cynthia Gonzalez

Old Business & New Business

Board comments

The next board meeting will be held on June 3, 2025, at 9:00 a.m., SYV Marriott